

AMENDMENTS TO THE SPECIFICATION

On page 5, bridging page 6, please delete the last paragraph and replace with the following:

--Further, online companies spend vast sums placing advertisements on the Internet, which advertisements have poor responses because they are most often viewed by a person on the Internet at a time when they are not particularly relevant to the mind set of the user at the time, i.e., the goal of the user in being on the Internet in the first place. In order to improve the situation, online ~~retailer~~ retailers utilize performance based marketing methods, e.g., the affiliate marketing programs that compensate the affiliate based on performance, that is, for example the number of customers that are directed to the site from the affiliate site. However, as noted, these companies have to spend vast amounts of money and effort to ensure that the affiliate sites maintain current and up to date links, in order to use the affiliate sites as a vehicle for providing timely promotions to users. The performance of both online advertising and online affiliate marketing would increase significantly if the advertisements and the affiliate links were automatically targeted to the current interest or mind-set of the user.--

On page 19, please delete the first paragraph and replace with the following:

--In order to create CVC's that are accurate and take maximal advantage of the services and providers that exist, there must be processes to keep the Registries current and also to grow their size to accommodate new services and providers over time. The maintenance is accomplished by a collection of independent processes involving the Mind-set Registry, the Services Registry, one or more Registry Editors, and the community of users and service providers. The following is a description of these processes as illustrated in **Figure 4**[:]).--

On page 22, please delete the second paragraph and replace with the following:

--Finally, the user may consider another similar computer, e.g., the user may select the VAIO PCV-R532DS from the pick list in the Context Bar. Then he clicks the "Reviews" service to see reviews of this model. This causes the browser to jump back to CNET, again deep navigating to the appropriate page containing a review for that computer (**Figure 9**). Also the activity history 72 on the right reflects that the user has now reviewed two computers. If the user wants to jump back to the review for the other computer, he can click on the PCV-J100 in that activity history tree.--

On page 27, bridging 28, please delete the second paragraph and replace with the following:

1. The user 10 starts browsing the Internet and comes across an A/A Site 122 that has a contextual advertisement or affiliate link embedded in it.

2. As the user browses, the server which hosts the A/A Site 122, ~~which serves the affiliate link.~~ It sends the content of the page the user is viewing to the ~~CSP-120~~ Match Maker 30'.

3. The CSP Match Maker 30' parses the content of the page that the user is viewing and identifies the objects and their attributes which are mentioned on the page. The ~~CSP-120~~ Match Maker 30' intelligently groups together the attributes belonging to a particular object. For example, a page may mention[[s]] several computers and for each computer, it may mention attributes such as brand, processor type, and processor speed. The CSP Match Maker 30' will group together the attributes belonging to each computer object and produce a list of computer objects found on the page.

4. The CSP Match Maker 30' then cross-references the objects that are found with the Rules Registry 100 to determine the set of contextual advertisements or affiliate links that are relevant to the current content. The CSP Match Maker 30' returns this set to the Advertisement Server or Affiliate Site 122.

5. The A/A Site 122 may also apply additional rules, such as user demographics, to pick a particular advertisement or affiliate link if more than one is returned by the ~~CSP-120~~ Match Maker 30.

67. The A/A Site provides the user with the contextual advertisement or affiliate link.

78. The user 10 views the contextual advertisement or affiliate link and clicks on it if he or she is interested in the information shown. Clicking on the advertisement or affiliate link makes a call to the Service Provider 16 asking for the content of that particular advertisement or affiliate link.

89. The Service Provider 16 serves up the appropriate content to the user.--